

Rep Order# 6815975 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 102148 Printed: 05/29/2012 8:51 AM  
EC'd Yes Last Received: 05/21/2012 2:21 PM

1 of 3

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) JOE HECK 4 CONGRESS  
Product JOE HECK 4 CONGRESS  
Estimate# 2214  
Buyer KEGAN BERAN  
Phone#  
Fax#

Agency ( ) STRATEGIC MEDIA PLACEMENT  
7669 STAGERS LOOP  
DELAWARE, OH 43015  
Agency C/P1/P2/E //2214  
Flight Dates 10/01/2012 - 10/07/2012  
Hiatus Weeks  
Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

— CONTRACT COMMENT —  
JOE HECK D3 SCC=\*

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
1	M-F		5A-6A		:30	\$200.00	10/01-10/05	5	1	5	\$1,000.00	
2	M-F		6A-7A		:30	\$475.00	10/01-10/05	10	1	10	\$4,750.00	
3	M-F		7A-9A		:30	\$500.00	10/01-10/05	10	1	10	\$5,000.00	
4	M-F		9A-10A		:30	\$225.00	10/01-10/05	4	1	4	\$900.00	
5	M-F		10A-11A		:30	\$175.00	10/01-10/05	5	1	5	\$875.00	
6	M-F		12P-1230P		:30	\$225.00	10/01-10/05	5	1	5	\$1,125.00	
7	M-F		3P-4P		:30	\$250.00	10/01-10/05	2	1	2	\$500.00	
8	M-F		5P-630P		:30	\$575.00	10/01-10/05	15	1	15	\$8,625.00	
9	M-F		630P-7P		:30	\$795.00	10/01-10/05	5	1	5	\$3,975.00	
10	M-F		7P-730P		:30	\$795.00	10/01-10/05	5	1	5	\$3,975.00	

Last Received: All Lines

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Showing Buylines: All Lines

Agency	( ) STRATEGIC MEDIA PLACEMENT	Rep Firm	( ) PHILADELPHIA									
Advertiser	( ) JOE HECK 4 CONGRESS	Sales Office	( ) PHILADELPHIA									
Product	DELAWARE, OH 43015	Salesperson	( ) AMY MCCREARY									
Estimate#	2214	Salesperson Phone#	215-568-6540									
Buyer	KEGAN BERAN	Salesperson FAX#	215-568-1845									
Phone#												
Fax#												
LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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11	M-F	730P-8P		Buyline Comment: FACE	:30	\$450.00	10/01-10/05	5	1	5	\$2,250.00	
12	M-F	11P-1135P		Buyline Comment: NEWS	:30	\$575.00	10/01-10/05	5	1	5	\$2,875.00	
13	M-F	1135P-1235A		Buyline Comment: LENO	:30	\$275.00	10/01-10/05	3	1	3	\$825.00	
14	SA-SU	11P-1135P		Buyline Comment: NEWS	:30	\$525.00	10/06-10/07	2	1	2	\$1,050.00	
15	SA	6A-7A		Buyline Comment: NEWS	:30	\$200.00	10/06-10/06	1	1	1	\$200.00	
16	SA	7A-9A		Buyline Comment: NEWS	:30	\$325.00	10/07-10/07	1	1	1	\$325.00	
17	SU	7A-8A		Buyline Comment: SUN TODAY	:30	\$250.00	10/07-10/07	1	1	1	\$250.00	
18	SU	8A-9A		Buyline Comment: MTP	:30	\$650.00	10/07-10/07	1	1	1	\$650.00	
19	SA	5P-630P		Buyline Comment: NEWS	:30	\$350.00	10/06-10/06	1	1	1	\$350.00	

—REPORT TOTALS—

Report Totals: 86 / \$39,500.00

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Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

—SALES MONTHLY TOTALS—  
Oct 12: 86 / \$39,500.00

Sales Totals: 86 / \$39,500.00  
Station Totals: 86 / \$39,500.00

Lines not sent/rclid/rtrn: 0 / \$0.00

—COMPETITIVE—  
Market Totals \$106,757 CATV 0% KBLR 0% KING 0% KLAS 27% KSNV 37%  
KTNU 20% RTUD 0% KVCM 0% KVMY 0% KVUU 16%  
XXXX 0%

—COMPETITIVE COMMENTS—

NEW ORDER  
EST SHARES

Books NOV12  
Demos RA35+

— CREDIT RISK —  
CASH IN ADVANCE